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Roca has been awarded the Design Management Europe prize 2008

- **Roca receives European recognition for the best design management in a large company**

Barcelona, October 15th, 2008, Roca's was awarded the second edition of the prestigious Design Management Europe Award that promotes excellence in a company in this field, so recognising Roca's work in innovative, trend-setting design. The award ceremony took place on October 13th in Cardiff.

The Design Management Europe is a European initiative which aims to demonstrate and promote to companies the benefits that can be gained from integrating design in an organisation.

This award, which was received by the CEO of Roca, Josep Miquel Roca, is European recognition of the skills and leadership in company management that incorporates design into its business. Roca is a prime example of this integration, as the company believes, that design and innovation play a key role in its day to day business. The company's philosophy is based on four main pillars: research, sustainable development initiatives, the search for conceptual solutions that will optimise experiences in the future, and the integration of processes inspired by design, society and science. True to this philosophy, Roca has the Roca Innovation Lab, which is constantly working on new projects that bring together the trends and innovations of the future. The company strives to identify the needs of today in order to provide the solutions in the bathroom of tomorrow.

Roca believes that not only the design of its products and internal organisation is important, but that it is also important to give young designers and architects the opportunity to promote their creations via the International Design Competition Jump the Gap, the third edition of which took place at the last 100% Design Exhibition in London.



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About Roca

Roca is a world leader in sanitaryware and design. Roca believes in integrating design in its business philosophy and so has worked for many years with key figures in the field. In the 1980s its work with Giugiaro set a trend, and since then some of the most prestigious architects (Moneo, Chipperfield, Herzog & de Meuron), interior designers and design studios (Benedito, Schmidt & Lackner) have worked with Roca. Similarly, Roca also participates in the main design forums, where it promotes design via spaces such as Waterdrop, which was presented at the last edition of 100% Design in London.

www.roca.com
designmanagementeuropa.com
www.jumpthegap.net
www.waterdrop.es